



WKMG

# ORDER

Print Date 09/14/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 257678 /  
Original Date / Revision 09/14/12 09/14/12  
Advertiser POL/RPOF 3 PACK//R/STR/F

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
 Towson, MD 21286-1002

Product RPOF/HUK, GAE, GARD.

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306  
 Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1932

Alt Order # 06297669

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive  
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 51150

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	33	\$36,975.00	\$43,500.00	0.00	08/27/12	09/30/12	33	\$36,975.00	\$43,500.00
October 2012	7	\$6,502.50	\$7,650.00	0.00	10/01/12	10/01/12	7	\$6,502.50	\$7,650.00
<b>Totals</b>	<b>40</b>	<b>\$43,477.50</b>	<b>\$51,150.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/25/12	09/28/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$550.00		0.00			
2	WKMG	09/25/12	09/28/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$600.00		0.00			
E 3	WKMG	09/25/12	09/30/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFS	:30	9	\$1,500.00	P-2	0.00	NM	9	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTFS					9	\$1,500.00		0.00			
4	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-1-----					1	\$10,000.00		0.00			
7	WKMG	09/28/12	09/28/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----1--					1	\$7,000.00		0.00			
8	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1					1	\$1,200.00		0.00			
9	WKMG	09/30/12	09/30/12	1030-1130a Face Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1					1	\$1,200.00		0.00			
11	WKMG	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-----					1	\$1,000.00		0.00			
12	WKMG	10/01/12	10/01/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-----					1	\$800.00		0.00			
13	WKMG	10/01/12	10/01/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1-----					1	\$1,500.00		0.00			
N 14	WKMG	09/25/12	09/28/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	12	\$500.00	P-2	0.00	NM	12	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWTF--					12	\$500.00		0.00			
N 15	WKMG	10/01/12	10/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----					3	\$500.00		0.00			
N 16	WKMG	10/01/12	10/01/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$2,850.00	P-2	0.00	NM	1	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----					1	\$2,850.00		0.00			
Totals														40	\$51,150.00